
COPPER RIVER PRINCE WILLIAM SOUND
MARKETING ASSOCIATION

FY 2020 ANNUAL REPORT

A note to our members,

During the July - September 2019 season regular marketing and fleet programs were nearly fully implemented, retail support by way of point of sale and promotional support, consumer public relations programs such as familiarity tours and robust social media campaigns were executed timely. A revamped net recycling program was supported, the capital campaign for our local science partner was supported, and our ongoing in-state public relations campaign continued. During the winter months, October - December 2019 staff continued the off season work of research and planning for the coming season; Seafood Expo North America, familiarity tours for both Copper River and Prince William Sound salmon, sampling and social media influencers. The rest is history.

Early 2020 was a time unlike any in recent memory. Out of nowhere the world was faced with a novel corona virus and nearly every country on the globe was impacted. At one point in April 2020 it was questionable whether there would be a commercial salmon season in Cordova and even Alaska for that matter. Any in person programming was modified or halted entirely. Staff worked from home for the remainder of FY20. Even by June 30, 2020 the full impact on our industry was not fully appreciated. In addition, by that same time the impact of another season closed in the Copper River district was also not fully appreciated.

Despite the challenges the Copper River brand was not severely damaged by the low harvest numbers. Scarcity builds demand they say. I think I can speak for all of us that we are happy to have FY20 in the rear view mirror.

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COPPER RIVER PRINCE WILLIAM SOUND MARKETING ASSOCIATION

ANNUAL REPORT FY20
July 1, 2019 - June 30, 2020
tax return filed January 14, 2020

YOUR 1% AT WORK

Maximizing the value of Copper River Prince William Sound salmon fisheries through effective marketing, quality enhancement, cooperative partnerships, and organizational competency to the benefit of its members.

\$501,556

ASSESSMENT RECEIVED

\$383,063

TOTAL EXPENSES

78%

PROGRAMS

\$299,859 was spent on salmon marketing and fleet programs and the staff time to execute those programs.

22%

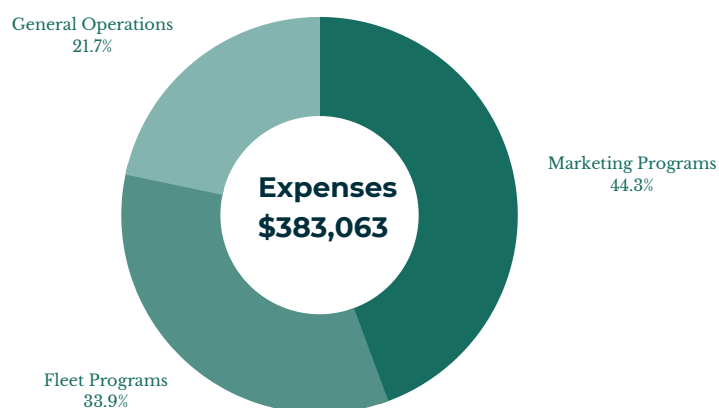
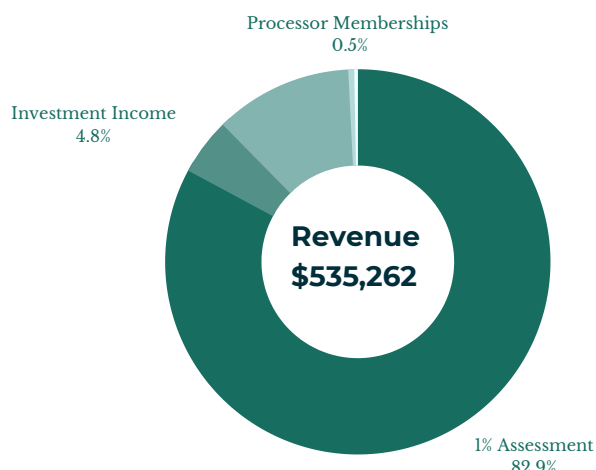
GENERAL OPERATIONS & ADMIN

\$83,204 was spent on general operations, board support and administrating the organization.

ASSETS

CARRYOVER FUNDS* + RESERVE FUNDS
\$371,504* + \$519,694 (ON 6/30/20)

All unexpended annual budget dollars are carried over year to year and available for budget approval. 10% of the assessment is deposited into a reserve fund as per board policy, to cover short-term situations such as delayed payment of the assessment or in time of a cash shortfall due to seasonal cash swings in the assessment.



MARKETING PROGRAMS

